

## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
THIS WEEK						PREVIOUS WEEK					PREVIOUS YEAR			
	Feature Rate	23.	.0% of 22	,500 sto	es	39	.5% of 22	2,500 sto	res	26	.7% of 19	% of 19,500 stores		
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LAF	GE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	10	1.79	450	1.41	40	1.80	240	1.30			490	1.27	
G	White 18 pack			1,240	2.17			350	2.36	60	2.20	500	2.29	
U	Brown 12 pack													
ı	USDA GRADE A													
Ā	White 12 pack	10	1.72	660	1.35	30	1.05	3,630	1.52	20	1.25	510	1.47	
R	White 18 pack							550	1.98	50	2.50			
•••	Brown 12 pack											40	1.99	
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	30	3.32	180	4.41	40	4.99	190	4.27	360	4.56	1,470	4.18	
E	OMEGA-3													
C	White 12 pack	60	3.22	360	2.47	270	3.01	1,470	2.74	130	2.58	1,510	2.56	
ī	Brown 12 pack			300	3.04					90	2.49	300	3.96	
À	CAGE-FREE													
î	White 12 pack			1,110	2.51			330	2.57					
T	Brown 12 pack			1,350	2.67	110	3.00	1,640	2.84	130	2.79	870	2.10	
Y	VEGETARIAN FED													
	White 12 pack			150	2.79									
	Brown 12 pack			210	2.74	350	2.65	270	3.10			280	3.99	

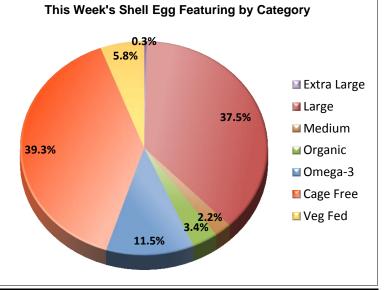
Large White Eggs	- Grade A or be	etter, avg. feature pr	ice converted to \$/doz	zen	
1.55					
1.50				1.49	
1.45	1.42				1.41
1.40		1.39	1.37		
1.35 Cot 12-18	Oct 19-25	Oct 26-Nov-01	Nov 02-08	Nov 09-15	Nov 16-22

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,370	4,840	1,670	Large Eggs on
Specialty	3,750	4,670	5,140	Nov-12-2012
Total (includes MD)	6,260	9,920	6,910	534.7
Special Rate 4/:	6.7%	3.7%	2.0%	down 9.8%

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Baking season is in full swing with the arrival of Thanksgiving Day holiday. Promotional activity for regular shell eggs decline as retailers are using more ad space to highlight turkeys and accompanying side items. Last minute bakers will find attractive deals on eggs as "no prices" specials are significantly higher and the average price of Grade A, or better, Large white eggs is lower. Featuring of regular shell eggs in the Northeast is sporadic as they continue to recover from Hurricane Sandy. Specialty shell egg promotions are fewer in number this week. Cage-free type eggs are the only ones in this category to show significant volume as the remaining types are less visible. Promotions for liquid shell egg products are still active throughout the country. Seasonal egg nog features continue to increase in visibility as stores advertising 64 ounce cartons more than double in number this week.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

						EAST U.S.					AST U.S.				EST U.S.		
	Eoo	ture Rate 1/	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)  25.4% of 4,400 sampled outlets  Activity Index = 1,200 (includes Medium)							(AL,FL,GA,MS,N 14.3% of 6,000			(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  20.8% of 4,000 sampled outlets				
	Activ	vity Index "								vity Index = 1,56			Activity Index = 850 (includes Medium)				
	CLASS		EXTRA LARGE			L	LARGE			LARGE	LARGE		EXTRA LARGE		LARGE		
		JLASS	Price Range	Stores	Avg 3/	Price Rang	e Stor	es Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/
us	DA	White 12 pack													1.50	40	1.50
	ADE	White 18 pack															
Α	A	Brown 12 pack		White 1	2 pook					White 12 pack				White 12 pack			
		MEDIUM White 12 pack	1.28 - 2.00							Write 12 pack	1.49 - 1.50	250 1.50		Write 12 pack	0.99 - 1.49	280	1.18
us	DA	White 18 pack	1.20 2.00	10	1.72						1.45 1.00	200 1.00			0.00 1.40	200	1.10
	ADE	Brown 12 pack															
	A	·		White 1	2 pack	0.9	9	20 0.99		White 12 pack				White 12 pack	0.99	10	0.99
		MEDIUM		White 3	30 pack					White 30 pack	2.99	70 2.99		White 30 pack			
	USDA	ORGANIC															
s		White 12 pack															
D		Brown 12 pack	2.99	10	2.99	3.99 - 4.9	9 1	80 4.41					3.49	20 3.49			
E	OME		0.00		0.00	0.70		70 000							4.00	4.40	4.00
С		White 12 pack	2.99 - 3.99	60	3.22	2.79 - 2.9		70 2.82 40 2.99			2.00	50 3.00			1.88 - 2.00	140	1.99
1	Brown 12 pack CAGE-FREE					2.9	9 2	40 2.99			3.00	50 3.00					
Α	CAGE	White 12 pack				1.99 - 2.7	0 2	20 2.09			2.49 - 3.00	470 2.56			3.00	100	3.00
니		Brown 12 pack				2.99 - 3.9		90 3.42			2.49 - 3.00	720 2.65			3.00	100	3.00
1	/EGE	TARIAN FED				2.00		0			2	. 20 2.00			0.00		
1		White 12 pack				2.7	9 1	50 2.79									
		Brown 12 pack				3.4	9	50 3.49							2.50	160	2.50
				SOL	JTH CE	ENTRAL U.S	3			SOUTHV	VEST U.S.			NORTH	WEST U.S.		
			(A	(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						(CA,HI, NV)				(AK,ID,MT,OR,WA,WY)			
		ture Rate 1/				sampled outl				36.8% of 2,900	•		30.0% of 1,200 sampled outlets				
	Activ	vity Index 2/	Acti	vity Inde	x = 1,37	70 (includes N				ivity Index = 940	•		Ad	tivity Index = 34	10 (includes Med		
US	DA	White 12 pack				0.99 - 1.5		10 1.42	1.79	10 1.79	1.50 - 1.69	70 1.51			0.88 - 0.99	30	0.96
GR	ADE	White 18 pack Brown 12 pack				1.50 - 2.5	0 2	70 1.89			1.98 - 2.88	730 2.44			1.50 - 2.50	240	1.66
Α	A	MEDIUM		White 1	2 nack					White 12 pack				White 12 pack			
		White 12 pack		Willia I	2 paor	0.99 - 1.5	9 1	30 1.44		Willo 12 paok				Willo 12 paok			
US	DA	White 18 pack															
GR	ADE	Brown 12 pack															
1	4	MEDIUM		White 1	2 pack					White 12 pack				White 12 pack			
				White 3	30 pack	2.9	9	40 2.99		White 30 pack				White 30 pack			
	USDA	ORGANIC															
s		White 12 pack															
P	OME	Brown 12 pack															
E	OWE	White 12 pack									2.50 - 2.99	50 2.59					
C		Brown 12 pack									2.50 - 2.99	JU 2.39			4.39	10	4.39
	CAGE	E-FREE													4.00	10	7.00
A		White 12 pack				2.5	0 2	40 2.50			2.50	40 2.50			2.50 - 3.49	40	3.14
T		Brown 12 pack				2.39 - 2.5		80 2.46			2.50	40 2.50			2.50	20	2.50
, V	/EGE	TARIAN FED															
•		White 12 pack															
		Brown 12 pack															
Sou	rce. I	<b>JSDA Aaricultur</b>	al Marketing	Service	Poultry	Market News	and A	alveie - /	202) 720-6911	woheito: http	·//www ame us	da gov/pymark	etnews htm				2 of 3

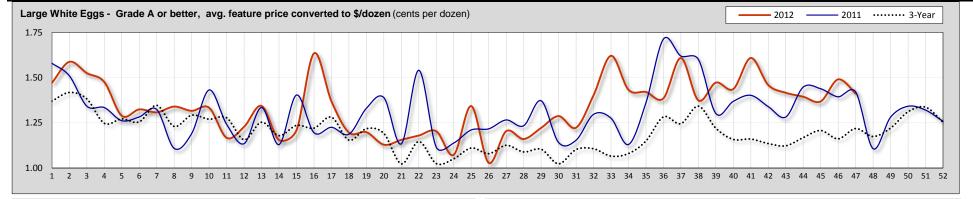


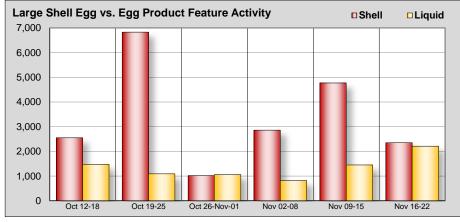
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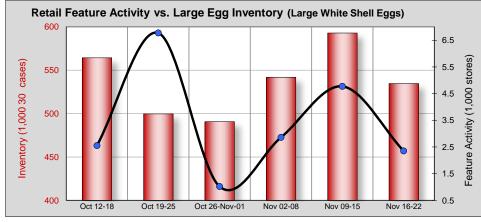
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST	
PRODUCTS	WEEK	WEEK	YEAR	NONTILAST	SOUTHLAST	WIIDVVLOT	300111 CENTRAL	300111WL31	NONTHWEST	
1/ Feature Rate	16.3%	5.3%	5.1%	21.2% of 4,400 sampled	6.9% of 6,000 sampled	10.1% of 4,000 sampled	14.1% of 4,000 sampled	34.5% of 2,900 sampled	28.4% of 1,200 sampled	
2/ Activity Index	2,210	1,450	2,230	Activity Index = 900	Activity Index = 480	Activity Index = 390	Activity Index = 170	Activity Index = 250	Activity Index = 20	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg <sup>3</sup>	Price Range Stores Avg 3/					
14-16 oz. crtn	1,760 2.48	940 2.40	1,930 2.51	1.99 - 2.99 810 2.49	2.00 - 2.50 480 2.19	2.29 - 2.50 140 2.39	2.49 - 2.79 60 2.60	2.99 - 3.29 250 3.00	2.99 20 2.99	
32 oz. crtn	450 4.19	430 4.25	300 4.44	3.49 - 5.99 90 5.50	(	3.77 - 3.99 250 3.84	3.77 - 3.99 110 3.90			
3 - 4 oz. cup		80 2.49								
2 - 8 oz. cup										
EGG NOG	THIS	LAST	LAST	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST	
LGG NOG	WEEK	WEEK	YEAR	NORTHLAST	SOUTHLAST	WIIDVVLST	300111 CLIVINAL	300111WE31	NORTHWEST	
1/ Feature Rate	33.9%	17.6%	16.8%	43.1% of 4,400 sampled	28.6% of 6,000 sampled	36.0% of 4,000 sampled	27.5% of 4,000 sampled	31.2% of 2,900 sampled	46.4% of 1,200 sampled	
2/ Activity Index	4,860	4,010	4,020	Activity Index = 1,890	Activity Index = 840	Activity Index = 1,240	Activity Index = 610	Activity Index = 80	Activity Index = 200	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3	Price Range Stores Avg 3	Price Range Stores Avg 3	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range StoresAvg 3/	
32 ounce	2,500 2.46	2,970 2.46	1,030 2.61	1.99 - 3.29 840 2.71	1.69 - 2.99 370 2.35	1.47 - 3.99 930 2.37	1.59 - 2.99 340 2.20	3.00 10 3.00	1.88 10 1.88	
64 ounce	2,360 3.69	1,040 3.41	2,990 3.66	2.99 - 4.59 1,050 4.17	2.99 - 3.99 470 3.09	2.50 - 3.99 310 3.01	3.29 - 3.99 270 3.71	2.88 70 2.88	2.99 - 4.49 190 3.91	







Note: See page 1 for explanatory notes.